[Dove + Self Esteem](http://snapchatcasestudies.tumblr.com/post/101700914331/dove-self-esteem)

“Having a public conversation about your self-esteem can be intimidating,” Unilever Marketing Director Jennifer Bremmer said in an e-mail. “Our goal was to leverage the ephemeral nature of Snapchat to establish genuine personal connections in a space that feels safe to girls and women. Dove has invited them to share their insecurities via Snaps, and as these Snaps disappear, they can make room for positive thoughts.”

Now this is new.

Dove, in its endless campaign for Real Beauty, has embraced Snapchat to help encourage young girls to talk about their insecurities. Content disappears in seconds, natch, but crucially, Dove has its own ‘self-esteem ambassadors’ that respond to the content and offer advice and feedback.

How will Dove measure success?

“Given that this marks our fist initiative on Snapchat, we will be looking at many metrics,” Ms. Bremmer said. “Overall, we will look at the conversation and engagement we sparked on this platform individually with girls and women, and seek to understand the value of that connection to users on the platform.”

This is never going to scale (75 responses have been sent) but if it changes the lives and body-confidence of only a handful of young girls and women, then surely it must be worthwhile.

http://snapchatcasestudies.tumblr.com/